

**CONTRACT**

KTVI  
2250 Ball Drive  
St. Louis, MO 63146  
(314)213-2222

<u>Contract / Revision</u>	<u>Alt Order #</u>
576615 /	
<u>Product</u>	
12088	
<u>Contract Dates</u>	<u>Estimate #</u>
09/24/12 - 09/30/12	12088
<u>Advertiser</u>	<u>Original Date / Revision</u>
McCaskill/D/MO/US Senate	09/20/12 / 09/20/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KTVI	Mickie Reeves
<u>Sales Office</u>	
St. Louis - KTVI	
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Media Strategies & Research  
11350 Random Hills Rd  
Suite 670  
Fairfax, VA 22030

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
N 1 2	09/24/12	09/30/12	Rams Weekly		630-7p		:30			NM	1 \$500.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 09/24/12	09/30/12	M-----	1	\$500.00							
N 2 2	09/24/12	09/30/12	530a-6a		530a-6a		:30			NM	2 \$500.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 09/24/12	09/30/12	-T--F--	2	\$250.00							
N 3 2	09/24/12	09/30/12	M-F 6a-7a		6-630a		:30			NM	1 \$550.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 09/24/12	09/30/12	---T---	1	\$550.00							
N 4 2	09/24/12	09/30/12	M-F 6a-7a		630-7a		:30			NM	3 \$1,800.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 09/24/12	09/30/12	M-W-F--	3	\$600.00							
N 5 2	09/24/12	09/30/12	Fox 2 News at 7 am		7-730a		:30			NM	5 \$2,500.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 09/24/12	09/30/12	MTWTF--	5	\$500.00							
N 6 2	09/24/12	09/30/12	Fox 2 News at 7 am		730-8a		:30			NM	3 \$1,500.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 09/24/12	09/30/12	-TWT---	3	\$500.00							
N 7 2	09/24/12	09/30/12	Fox 2 News at 8 am		8-830a		:30			NM	4 \$1,800.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 09/24/12	09/30/12	MTW-F--	4	\$450.00							
N 8 2	09/24/12	09/30/12	Fox 2 News at 8 am		830-9a		:30			NM	1 \$450.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 09/24/12	09/30/12	--W----	1	\$450.00							
N 9 2	09/24/12	09/30/12	M-F 5a-530a		5a-530a		:30			NM	1 \$225.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 09/24/12	09/30/12	M-----	1	\$225.00							
N 10 2	09/27/12	09/27/12	M-F 9a-10a		9-930a		:30			NM	1 \$200.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 09/24/12	09/30/12	---T---	1	\$200.00							
N 11 2	09/25/12	09/25/12	M-F 9a-10a		930-10a		:30			NM	1 \$200.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>							
Week: 09/24/12	09/30/12	-T-----	1	\$200.00							

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Contract / Revision 576615 /	Alt Order #
Contract Dates 09/24/12 - 09/30/12	Product 12088
Advertiser McCaskill/D/MO/US Sena	Original Date / Revision 09/20/12 / 09/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays							Amount
N 12 2		09/24/12	09/30/12	M-F 10a-11a	10a-11a		:30			NM	1 \$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	M-----	1	\$175.00						
N 13 2		09/24/12	09/30/12	Fox 2 News Midday	11-1130a		:30			NM	1 \$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	--W----	1	\$175.00						
N 14 2		09/24/12	09/30/12	M-F 230p-3p	230p-3p		:30			NM	1 \$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	----F--	1	\$125.00						
N 15 2		09/24/12	09/30/12	M-F 3p-330p	3p-330p		:30			NM	1 \$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	---T---	1	\$200.00						
N 16 2		09/24/12	09/30/12	M-F 330p-4p	330p-4p		:30			NM	1 \$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	M-----	1	\$200.00						
N 17 2		09/24/12	09/30/12	M-F 4p-430p	4p-430p		:30			NM	2 \$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	-T-T---	2	\$225.00						
N 18 2		09/24/12	09/30/12	M-F 430p-5p	430p-5p		:30			NM	4 \$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	M-WTF--	4	\$425.00						
N 19 2		09/24/12	09/30/12	M-F 5p-530p	5p-530p		:30			NM	3 \$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	MT-T---	3	\$600.00						
N 20 2		09/24/12	09/30/12	M-F 530p-6p	530p-6p		:30			NM	3 \$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	M-W-F--	3	\$550.00						
N 21 2		09/24/12	09/30/12	M-F 6p-630p	6p-630p		:30			NM	1 \$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	--W----	1	\$550.00						
N 22 2		09/24/12	09/30/12	M-F 630p-7p	630p-7p		:30			NM	4 \$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	-TWTF--	4	\$450.00						
N 23 2		09/24/12	09/30/12	FOX Prime Monday 7-8p	7p-8p		:30			NM	1 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	M-----	1	\$2,000.00						
N 24 2		09/24/12	09/30/12	FOX Prime Tuesday 7-8p	7p-8p		:30			NM	1 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	-T-----	1	\$2,000.00						
N 25 2		09/24/12	09/30/12	The X Factor	The X Factor		:30			NM	1 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	--W----	1	\$2,000.00						
N 26 2		09/24/12	09/30/12	The X Factor	The X Factor		:30			NM	1 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	---T---	1	\$2,000.00						
N 27 2		09/24/12	09/30/12	FOX Prime Thursday 8-9p	8p-9p		:30			NM	1 \$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>						
Week:	09/24/12	09/30/12	---T---	1	\$1,500.00						
N 29 2		09/24/12	09/30/12	M-F 9p-10p	9-930p		:30			NM	5 \$4,500.00

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										Type	Spots
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 09/24/12	09/30/12	MTWTF--				5	\$900.00		
N 30	2	09/24/12	09/30/12	M-F 9p-10p			:30			NM	2 \$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 09/24/12	09/30/12	-TW----				2	\$850.00		
N 31	2	09/24/12	09/30/12	Fox 2 News Edge			:30			NM	1 \$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 09/24/12	09/30/12	----F--				1	\$700.00		
N 32	2	09/24/12	09/30/12	FOX Prime Tuesday 8-9p			:30			NM	1 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 09/24/12	09/30/12	-T-----				1	\$2,000.00		
N 33	2	09/24/12	09/30/12	FOX Prime Friday 7-8p			:30			NM	1 \$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 09/24/12	09/30/12	----F--				1	\$600.00		
N 34	2	09/24/12	09/30/12	FOX Prime Friday 8-9p			:30			NM	1 \$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 09/24/12	09/30/12	----F--				1	\$600.00		
N 35	2	09/24/12	09/30/12	Su 9p-10p			:30			NM	1 \$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
		Week: 09/24/12	09/30/12	-----S				1	\$700.00		

Totals

62 \$39,350.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	62	\$39,350.00	\$33,447.50
Totals	62	\$39,350.00	\$33,447.50

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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